Required Supplementary Information Other than Management Discussion and Analysis



Football Hero

1961 Massachusetts Mutual Insurance advertisement. Licensed by Norman Rockwell Licensing, Niles, IL.

In the 1950s and the 1960s the Massachusetts Mutual Life Insurance Company of Springfield, Massachusetts, commissioned Rockwell to create scenes reflecting American family life for its national advertising campaign. These popular images appeared in such leading publications as The Saturday Evening Post, TIME and Newsweek with the text that inspired readers to consider purchasing life insurance. They constitute the largest group of works created by the artist for any single commission.

Many of Rockwell's neighbors, and the artist himself, appear as models in this series. This one shows the Huggins brothers, Jerry and Jay who were featured in a number of his illustrations.